

**Pengaruh *Self Congruity* dan *Experiential Value* pada *Consumer Wellbeing* pada
Konsumen Mal Paris Van Java**

SKRIPSI

Disusun sebagai salah satu syarat untuk memperoleh gelar sarjana psikologi



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**PENGARUH *SELF CONGRUITY* DAN *EXPERIENTIAL VALUE*
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ABSTRAK

Kania Kartika (1504918). *Pengaruh Self Congruity dan Experiential Value pada Consumer wellbeing pada Konsumen Mal Paris Van Java.* Skripsi. Departemen Psikologi, Fakultas Ilmu Pendidikan, Universitas Pendidikan Indonesia. Bandung. (2020).

Penelitian ini bertujuan untuk mengetahui pengaruh perilaku *self congruity* dan *experiential value* pada *consumer wellbeing* pada konsumen mal Paris Van Java. Penelitian ini menggunakan pendekatan kuantitatif dengan metode korelasional. Sampel dalam penelitian ini adalah 387 responden konsumen mal Paris Van Java. Teknik *sampling* dalam penelitian ini menggunakan *incidental sampling*. Instrumen untuk mengukur perilaku *self congruity* adalah *Self Congruity Instrument* yang disusun oleh peneliti sendiri berdasarkan teori Sirgy (2000), instrumen untuk mengukur *experiential value* adalah *Experiential Value Measurement* yang diadaptasi dari penelitian (Sofianti, Irma, 2005), dan instrumen untuk mengukur *consumer wellbeing* adalah *Consumer Wellbeing to Asians measurement* yang di adaptasi dari (Meng dkk., 2015). Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi sederhana untuk mengetahui pengaruh *self congruity* terhadap *consumer wellbeing* dan regresi berganda untuk mengetahui pengaruh *self congruity* dan *experiential value* terhadap *consumer wellbeing*. Hasil penelitian ini menunjukkan bahwa *self congruity* dan *experiential value* berpengaruh *consumer wellbeing* pada konsumen mal Paris Van Java.

Kata kunci: *Self Congruity, Experiential Value, Consumer Wellbeing*

ABSTRACT

Kania Kartika (1504918). *Effect of Self Congruity and Experiential Value on Consumer wellbeing on Consumers of Paris Van Java Mall..* Minithesis. Psychology Department, Faculty of Education, Universitas Pendidikan Indonesia, Bandung (2020).

This study aims to determine the effect of self congruity behavior and experiential value on *consumer wellbeing* in Paris Van Java mall consumers. This research uses a quantitative approach with a correlational method. The sample in this study were 387 Paris Van Java mall consumer respondents. The sampling technique in this study uses incidental sampling. The instrument to measure self congruity behavior is the Self Congruity Instrument compiled by the researcher based on Sirgy's theory (2000), the instrument to measure experiential value is *Experiential Value Measurement* adapted from research (Sofianti, Irma, 2005), and an instrument to measure consumer well-being is a *Consumer Wellbeing to Asians* measurement adapted from (Meng et al., 2015). Data analysis techniques used in this study are simple regression analysis to determine the effect of self congruity on *consumer wellbeing* and multiple regression to determine the effect of self congruity and experiential value on *consumer wellbeing*. The results of this study indicate that self congruity and experiential value influence consumer wellbeing for Paris Van Java mall consumers.

Key word: *Self Congruity, Experiential Value, Consumer Wellbeing.*

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